

### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (currently amended) A method for funding an interactive network site hosted on a server , comprising the steps of:
  - providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts, the forum having a topic;
  - receiving first and second commands ~~questions~~ generated by one or more of the plurality of users, wherein the first command includes a first question and identifies a first expert chosen to answer the first question, and the second command includes a second question and ~~identities~~ identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;
  - routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;
  - routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;
  - posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts; and
  - receiving a payment, from a third party associated with a third party product or service, for access to the network site by one or more of the plurality of users.
2. (previously presented) The method of claim 1, wherein said payment represents fees required for the one or more users to access the network site.

3. (original) The method of claim 1, wherein the third party is one of a medical insurance provider, a drug manufacturer, and a health maintenance organization.

4. (previously presented) The method of claim 2, further comprising transmitting personal information provided by the user to said third party in exchange for payment of the user's access fee.

5. (original) The method of claim 4, wherein the personal information comprises at least one of demographic information, identification information, medical treatment information, and drug treatment information.

6. (original) The method of claim 4, wherein users' individual identities are withheld prior to the information being transmitted to said third party.

7. (previously presented) The method of claim 1, further comprising the step of: routing the first question to a peer reviewer, wherein the first question may be selectively displayed on a personal expert interface of the peer reviewer in a grouping of questions identified as being directed to the peer reviewer.

8. (currently amended) A method for funding an interactive network site, comprising the steps of:

providing a question and answer forum on the network site for access by at least one user and at least one expert, the forum having a topic;

receiving a question generated by a user during the forum and providing the user generated question to the expert; and

receiving a payment for the provision of the forum from a third party associated with a product or service that is independent of the network site, ~~wherein the user is a consumer of the product or service;~~

wherein the payment represents a benefit provided to the user by the third party ~~having a value that is related to the user's consumption of the service or product.~~

9. (previously presented) The method in accordance with claim 8, wherein the benefit comprises at least one of access to the forum, payment of a fee for accessing the network site, a discount on a product, a medical treatment, a drug, an insurance premium, a deductible, a co-payment contribution.

10. (previously presented) The method in accordance with claim 8, wherein said benefit comprises crediting the user at least one point following a consumption of the product service by the user, said point being redeemable towards at least one of a visit to the network site or another network site and a visit to a forum.

11. (canceled)

12. (currently amended) A method for funding an interactive network site hosted on a server, comprising the steps of:

providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts, the forum having a topic;

receiving first and second commands ~~questions~~ generated by one or more of the plurality of users, wherein the first command includes a first question and identifies a first expert chosen to answer the first question, and the second command includes a second question and identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;

routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;

routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface

of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;

posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts;

receiving a payment for the provision of the forum from a third party associated with a product or service independent of the network site; and

issuing a benefit concerning the third party product or service to a fourth party other than the third party, the user, and the expert.

13. (previously presented) The method in accordance with claim 12, wherein the third party is a drug manufacturer and the fourth party is one of a health maintenance organization and a pharmacy.

14. (previously presented) The method in accordance with claim 13, wherein the benefit to the fourth party is a discount on a drug.

15. (withdrawn) The method of claim 8 wherein the third party service is insurance and the user has an insurance policy from the third party, comprising the steps of:

receiving the user's request for a second opinion from the expert concerning at least one of a medical treatment and a drug; and

the benefit comprising adjusting the insurance premium based on the user's solicitation of the second opinion.

16. (withdrawn) The method in accordance with claim 15, further comprising transmitting the second opinion provided by the expert to the user in response to the request.

17. (withdrawn) The method in accordance with claim 15, further comprising forwarding the second opinion to at least one of a medical professional and a case manager for peer review prior to the transmitting step.

18. (withdrawn) The method in accordance with claim 15, further comprising forwarding the second opinion to at least one of a medical professional and a case manager for peer review.

19. (withdrawn) The method in accordance with claim 15, wherein the adjusting step comprises increasing the insurance premium.

20. (withdrawn) The method in accordance with claim 15, wherein the adjusting step comprises decreasing the insurance premium.

21. (withdrawn) The method in accordance with claim 15, further comprising assigning each user a unique identification for accessing the network site.

22. (withdrawn) The method in accordance with claim 15, further comprising assigning each user a password for accessing the network site.

23. (previously presented) The method of claim 8, wherein the third party product or service relates to the field of medicine, further comprising the steps of:

receiving the user's request for a second opinion corresponding to the topic from an expert;  
and

providing the user with discount on the medical cost from the third party, based on the request for the second opinion.

24. (original) The method in accordance with claim 23, further comprising receiving the second opinion from the expert.

25. (original) The method in accordance with claim 24, further comprising receiving a peer's review of the second opinion provided by the expert.

26. (original) The method in accordance with claim 25, wherein the peer is one of an insurance case manager and a medical professional.

27. (original) The method in accordance with claim 23, wherein the medical cost comprises at least one of a medical insurance premium, a drug treatment, and a medical treatment.

28. (currently amended) A method for funding an interactive network site, comprising: providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts, the forum having a topic;

receiving first and second commands ~~questions~~ generated by one or more of the plurality of users, wherein the first command includes a first question and identifies a first expert chosen to answer the first question, and the second command includes a second question and ~~identifies~~ identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;

routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;

routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;

posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts;

displaying a banner advertisement on a page of the network site accessed by the one or more users; and

receiving a fee for the banner advertisement wherein the fee is based on a number of users accessing the network site.

29. (currently amended) A method for funding at least two interactive network sites, comprising the steps of:

providing a question and answer forum having a topic simultaneously on the two network sites hosted by a server for access by a plurality of users and a plurality of experts, wherein each of the network sites has less than all experts in common with the other site;

receiving first and second commands ~~questions~~ from at least one of the two sites, generated by one or more of the plurality of users, wherein the first command includes a first question and identifies a first expert chosen to answer the first question, and the second command includes a second question and ~~identities~~ identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;

routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;

routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;

posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts; and

receiving a payment from a third party for provision of the forum on at least one of the two sites for which the third party is a sponsor.

30. (original) The method in accordance with claim 29, wherein each network site has at least one expert in common.

31. (original) The method in accordance with claim 30, wherein the common expert is peer review personnel applying review criteria selected by the third party sponsor.

32. (original) The method in accordance with claim 30, wherein the common expert is peer review personnel applying review criteria established independently of the third party sponsor.

33. (original) The method in accordance with claim 30, wherein the common expert is one of an employee and a contractor of the third party sponsor.

34. (original) The method in accordance with claim 30, wherein the third party sponsor is a pharmaceutical manufacturer and the networks sites are at least one of drug retailer network sites and health maintenance organization network sites.

35. (previously presented) A method for funding a plurality of interactive network sites, comprising the steps of:

providing a plurality of question and answer fora for access by at least one user and at least one expert, each of the fora being generated at least one of the plurality of interactive network sites;

receiving a question from a user accessing the forum of one of said plural interactive network sites;

identifying an expert chosen to answer the received question;

routing the question to the chosen expert;

receiving a response by the expert to the question, and a command signal selectively identifying at least one of the plurality of fora at which to post the response;

posting the response generated by the expert at the identified fora based on the command signal; and

receiving a payment from a third party associated with at least one of the fora posting the response.

36. (original) The method in accordance with claim 35, wherein the command signal instructs that the response be posted only on the network site from which the question originated.



